



AMERICAN NUMISMATIC ASSOCIATION

Chartered by Congress

May 5, 1967

Matt H. Rothert, President
American Numismatic Association
P. O. Box 10
Camden, Ark. 71701

Dear Matt:

If you will recall you requested me to look into various ideas, suggestions and programs for the improvement of National Coin Week.

I have corresponded with several people on this, and have received letters from Virginia Culver, Lois Otis, Virginia Bronson, Margo Russell and Clem Bailey. Although I have not had time to fully evaluate their recommendations I will have a complete report prepared for you before June 10.

I believe that perhaps the most important factor is the naming of a chairman who can work hand in hand with us here at national headquarters. I strongly recommend the naming of a person from Colorado Springs to handle this job. I believe that by working close with whoever is named, we can better coordinate our plans and most important of all - publicity.

I have had the opportunity to discuss the subject with Clark Yowell who lives here in the Springs. He is very active in local numismatic circles, he is young, energetic, ambitious and imaginative.



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He is interested in the chairmanship but has not yet given me a firm commitment of accepting it should it be offered to him, but I am sure that he would accept. Therefore, I strongly recommend your consideration in the appointment of Clark Yowell as chairman for 1968's National Coin Week. The possibility of our coordinating all efforts through the national headquarters office the greatest potential yet for the proper promotion of NCW.

Sincerely,

EDWARD C. ROCHETTE
Editor

ECR:lgb

cc: Virginia Culver